

# Through science-based instruction in sensory science you'll be provided with a complete, internationally recognized language for quality.

Seafood quality, or lack thereof, is the most important factor that drives consumers' decisions to purchase, or not to purchase, seafood. Seafood quality is determined mainly through sensory evaluation by both consumers and quality assurance personnel.

Flavor perception by humans consists of many factors. It is critical to link specific, well defined product attributes to quality traits valued and perceived by the consumer.

The sensory science community and international sensory standards organizations have recognized that the judgment of a trained panel, or highly trained individuals, known as product experts, is a reliable, practical, effective, and objective method to measure food quality. This measurement can be correlated with other objective quality measures by physical, instrumental, or chemical means, and with consumer quality perceptions.

## Qualifications

The USDC Seafood Inspection Program has a cadre of highly trained, internationally certified seafood product experts. These individuals:

- have years of hands-on product and process experience
- have been scientifically trained in sensory science
- are versed in internationally recognized seafood quality language

- have been proven to be accurate and consistent
- are internationally calibrated by other government agencies based upon agreed certification guidelines and certified by the USDC

## Services

Our sensory experts are available to assist you with a full spectrum of objective, scientific sensory quality evaluation services:

- Sensory training for your personnel through
  - scheduled workshops in our facilities
  - on-site visits to your facility with your product
- Objective quality comparison of your product versus others on the market.
- Product quality evaluation in our labs or your facility to:
  - identify product quality range
  - detect decomposition
  - detect contamination and taint (fuel oil, feed odors, muddy/earthy off odors)
  - identify the effects of storage and packaging

## Benefits

A wide range of benefits include the following:

- Sensory consultations from internationally certified, statistically proven, product experts.
- Detailed reports with quality information using recognized seafood quality descriptors.

- Confidence that your product is free from off flavors due to contamination or taint.
- Assurance that your firm will not experience regulatory action due to product decomposition problems.
- Improved product evaluation through a better understanding of the science and communication of sensory problems associated with seafood.
- Hands-on experience and practical skill development.
- Better understanding of the descriptive language of sensory science and seafood quality.
- Low student - instructor ratio
- Continuing Education Units (CEUs) upon completion of the workshop from Mississippi State University



## OUR PERSONNEL

### Carol Kelly

Carol Kelly, Chief of the National Sensory Science Section, has over 15 years experience in training descriptive analysis panels and consumer evaluation. She has a broad background in teaching and sensory science projects. Carol completed her Master's and Ph.D. at Louisiana State University conducting research on blue crab texture and farm raised catfish flavor, respectively. After a two year visiting scientist post in the New Zealand dairy industry she also worked in the coffee and snack chip industries. Carol participates regularly in industry organizations promoting food technology and developing standard scientific methods.

### Michael DiLiberti

Michael DiLiberti has over twenty five years experience in the seafood industry. Prior to joining the National Sensory Science Section, he was an instructor with the National Training Section where he taught HACCP Principles, Food Safety, Standards for Grades, and sensory evaluation. Mike holds a Master's Degree in Education from Georgia State University and is an adjunct professor of Food Science and Technology at Mississippi State University.

### STEVEN BARUSSO

Steve has over 25 years of experience in the seafood industry. Prior to joining the National Sensory Section, he worked 10 years with the USDC Northeast Inspection Branch as a Consumer Safety Inspector. Before entering government service, Steve was a self-employed commercial lobsterman, ground fish, gill netter, and bluefin tuna fisherman out of Gloucester, MA. He attended Salem State College and is currently enrolled in the Food Science program at North Shore Community College in Danvers, MA.

... and our other internationally recognized sensory experts.

The USDC Seafood Inspection Program participates with the Canadian Food Inspection Agency and the U.S. Food and Drug Administration in workshops that utilize statistically-based protocols to identify and maintain sensory experts to various fisheries commodities.

## FOR MORE INFORMATION CONTACT:

### NATIONAL SENSORY SCIENCE SECTION

CAROL KELLY

USDC/NOAA

7600 SAND POINT Way NE

SEATTLE, WA 98115

TEL: (206) 526-4781

FAX: (206) 526-4555

### NATIONAL SENSORY SCIENCE SECTION

USDC/NOAA

11-15 PARKER STREET

GLOUCESTER, MA 01930

TEL: (978) 281-9124

FAX: (978) 281-9125

### SEAFOOD INSPECTION PROGRAM

USDC/NOAA

1315 EAST-WEST Highway

SILVER SPRING, MD 20910

TEL: (301) 713-2355

FAX: (301) 713-1081

OR CALL 800-422-2750

VISIT OUR Web SITE:

[SEAFOOD.NMFS.NOAA.GOV](http://SEAFOOD.NMFS.NOAA.GOV)

Providing expert services to 24 out of 25 top seafood companies. \*

*\*Worldcatch, January 2002*

# SENSORY EVALUATION

Learn the sensory  
language of quality!



U.S. Department of Commerce  
Seafood Inspection Program